STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display, and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions, and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

Y OUT OF FILE AND HAND TO RESPONDENT. TAKE PICTURE

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

6.0 Who, or what company, do you believe puts out this product

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

	with this name RECORD RESPONS		-		
	50	Sex X	<u></u>		
			ing. Litanggan		······································
			TF DON'T 1	OTHERWISE,	
6.1	Why do you say	that?			
	Becom	ne do	Derly is	unitten	<u> </u>
	m +6 l	₩,	1 8		<u> </u>
r Signadori Tirili Tirili				. ,	
					CONTINUE.

40.00	ONSE VERBATIN	1.				
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	and the second	A Standard	Alark		··· ··································	
	<u> 1944 - Arts III (s.</u>	· · · · · · · · · · · · · · · · · · ·		1.5.	<u> </u>	
						15
		IF '	DON'T P	NOW, '	GO TO -	-> (
				OTHER	WISE, C	TNC
	Tarangan Tabung				•	
ASK FOR EACH	I RESPONSE AT	' Q7.0:	/	Pi		
RECORD FIRST	RESPONSE TO	07.0: 1	classes.	Somet		
			April 1977	- 41 No - 4E	·-·-·-	
	say that <u>IN</u> nd name used					
product with		ny cire c	опрану	that p	acs out	LII.
1、1000mm 11 2000 11 12 12 12 12 12 12 12 12 12 12 12 12	NSE VERBATIM			uli Lina	dia e	
Ber	auro Sh	e color	ريح سم س	lo bas	A Bo A	2
1,7.	and the	ul s	. 8		10	- J. Charles D
u Uw	orna se	rost in C	ocor.	·		
			a in the second			ing. Salah
RECORD SECON	D RESPONSE T	o Q7.0:_		· ,		
Why do you s	ay that <u>IN</u>	SERT 2ND				
Why do you s another bran	ay that <u>IN</u> d name used	SERT 2ND				
Why do you s another bran product with	ay that <u>IN</u> d name used	SERT 2ND by the c				
Why do you s another bran product with	ay that <u>IN</u> d name used this name?	SERT 2ND by the c				
Why do you s another bran product with	ay that <u>IN</u> d name used this name?	SERT 2ND by the c				
Why do you s another bran product with	ay that <u>IN</u> d name used this name?	SERT 2ND by the c				
Why do you s another bran product with	ay that <u>IN</u> d name used this name? NSE VERBATIM	SERT 2ND by the co	ompany	that pu	its out	thi
Why do you s another bran product with	ay that <u>IN</u> d name used this name?	SERT 2ND by the co	ompany RESPONS	that pu	its out	thi
Why do you s another bran product with	ay that <u>IN</u> d name used this name? NSE VERBATIM	SERT 2ND by the co	ompany RESPONS	that pu	its out	thi
Why do you s another bran product with RECORD RESPO	ay that IN d name used this name? NSE VERBATIM	SERT 2ND by the co	ompany RESPONS	that pu	its out	thi
Why do you s another bran product with RECORD RESPO	ay that IN d name used this name? MSE VERBATIM IF MORE T	SERT 2ND by the co	ompany RESPONS OTHER	ES AT (77.0, CC	Thi
Why do you sanother bran product with RECORD RESPO	ay that IN d name used this name? NSE VERBATIM IF MORE T RESPONSE TO	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI > C
Why do you sanother bran product with RECORD RESPO	ay that IN d name used this name? NSE VERBATIM IF MORE T RESPONSE TO ay that IN d name used	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI > C
Why do you sanother bran product with RECORD RESPO RECORD THIRD Why do you sanother bran product with	ay that IN d name used this name? NSE VERBATIM IF MORE T RESPONSE TO ay that IN d name used	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI > C
Why do you sanother bran product with RECORD RESPO RECORD THIRD Why do you sanother bran product with	ay that IN d name used this name? NSE VERBATIM IF MORE TO RESPONSE TO ay that IN d name used this name?	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI > C
why do you sanother bran product with RECORD RESPO	ay that IN d name used this name? NSE VERBATIM IF MORE TO RESPONSE TO ay that IN d name used this name?	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI > C
why do you sanother bran product with RECORD RESPO	ay that IN d hame used this name? NSE VERBATIM IF MORE T RESPONSE TO ay that IN d hame used this hame? NSE VERBATIM	SERT 2ND by the co	RESPONS OTHER	ES AT (77.0, CC	ONTI S Q

3620

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

one, is being put out with the authorization or approval of any other company or companies;

two, is <u>not</u> being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

two, is not being gest out

IF '...PUT OUT WITH THE AUTHORIZATION/APPROVAL...,' CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies?

IF 'DON'T KNOW' NAME(S),
GO TO --> Q8.3;
OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> 09.0.

Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, $\underline{\text{has}}$ a business affiliation or business connection with any other company or companies;

two, does <u>not</u> have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

two, der not

IF '... HAS A BUSINESS AFFILIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO --> Q10.0.

9.1 With what other company or companies? RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> Q9.3; OTHERWISE, CONTINUE.

.2 Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q10.0.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name?

RECORD RESPONSE VERBATIM.

CONTINUE

10.0 Would you please tell me what letter is on the back of the bottle?

RECORD LETTER.

LETTER: CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

3620

11.0	Within the past six months, have you had your hair done at a salon?
	RECORD RESPONSE WITH AN 'X.'
	2. noCONTINUE.
	3. don't recall
	Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
	1. yes
	2. noCONTINUE.
	3. don't know-
VERTF	ICATION:
This :	Finally, may I please have your name and telephone number? information is so that my Supervisor can verify a portion of
condu	rk. If you are contacted, it will only be to confirm that I cted this interview and for no other reason
_	
	adent N 2020 200
relepl	none Nu
ASK:	Is tha RECORD RESPONSE WITH AN 'X.'
	2. evening telephone number
HANK	RESPONDENT FOR HER TIME AND PARTICIPATION.
	•
Inter	viewer Certification:
Scree	hereby certify that the information contained on this ener/Questionnaire is a true and accurate record of this endent's comments as they were given to me.
_	Carol Hornanda 1-2508
I	nterviewer's signature Date
····	
Super	visor Validation:
and c	I hereby certify that I personally met this respondent onfirmed her answers to questions 1.0 through 2.1.
	Breeze Mario Of Sulcinga
Š	upervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS MOW.

FB&A 1/08 #1302A 3620

SCREENER - Y

condi	Hello ucting d like	o. My name is, and I am with To go a very brief survey today on hair care prode to include your opinions.	We are ducts and
1.0	RECOR	RD GENDER:	
		_1. male TERMINATE.	
		_2. female CONTINUE.	
1.1	cated	hat we can get a mix of individuals in variou gories, would you please tell me if you are. LIST. RECORD RESPONSE WITH AN 'X.'	ıs age
		_1. under 18 TERMINATE.	, · · · ·
. •		_2. 18 to 34 ———	
		_3. 35 to 54 CHECK SCREENING QUOTA.	CONTINUE
		_4. 55 or over	
	· · ·	_5. refused DO NOT READ. TERMINATE.	REUSE
2.0	follo	in the past six months, have you purchased ar owing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'	ny of the
		Yes No	Don't Recall
	~	shampoo?	
•	_	conditioner? <u>X</u> 12.	
	-	hair spray, styling gel, mousse, pomade, or style creme?	. 2
		straightening balm? X 12.	
	-	Straightening Darmi A 1. 2.	
		<u>'</u>	
	-	curl-enhancing spray? X 12. shine serum? X 12.	3.

	READ LIST. RECORD RESPONSES WITH AN '2	No_	Don't Know
	- shampoo?1.	2.	3.
	- conditioner?	2.	3.
	- hair spray, styling gel, mousse, pomade, or style creme?	2.	3.
	- straightening balm? X 1.	2.	3.
	- curl-enhancing spray? X 1.	2.	3.
	- shine serum? X1.	2.	3.
	IF 'YE	S,' TO ANY OTHERWISE,	, CONTINUI
3.0	Do you, or does anyone else in your hon READ LIST. RECORD RESPONSES WITH AN 'S	ne, work fo	r
		Yes	No_
	- an advertising agency or marketing research firm?	1.	<u></u>
		1. TO EITHER,	
4.0	Other than a political poll, during the have you participated in any marketing including online surveys? RECORD RESPONSE WITH AN 'X.'	e past thre research s	e months, urveys,
	1. yes TERMINATE.	•	
4.1	During the past month, have you heard a subject of any of the interviews we are the mall? RECORD RESPONSE WITH AN 'X.'	anything ab conductin	oout the ng here at
	1. yes TERMINATE.		•
	2. no CONTINUE.		
5.0	Do you usually wear contact lenses or eare shopping? RECORD RESPONSE WITH AN 'X.'	eyeglasses	when you
	1. yes CONTINUE.		
	√ 2. no GO TO> INVITATION TO II	שפדעסקייי	

5,41	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5 . 2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
e	1. yes, agreed CONTINUE.
	2. no, refused TERMINATE.
INVI	TATION TO INTERVIEW:
the :	We would like to show you a survey exhibit and ask the inder of our questions in our interviewing facility here at mall. This will take only a few minutes of your time. Would come with me, please? RECORD RESPONSE WITH AN 'X.'
	2. no, refused TERMINATE.

Rotation 1

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

	Ma	ey's		·	, 	· · · · · · · · · · · · · · · · · · ·
			·			
						*.
. 				<u> </u>		
			IF 'DON'		GO TO	
Whiz	do you say	that? VERBATIM.				
REC	OKD KESPONSE			•	A	
REC	~	se 14	- 100	55	like	
REC	~	Stranger and the	6			

3623

7.0	What other brand name or names, if any, do you believe are used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
	Victoria's secret, JC Penny
	IF 'DON'T KNOW, GO TO> Q8.0
	OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT 07.0:
	그 회사 그는 그가 그는 어어난 그 살아 가게 주요.
	RECORD FIRST RESPONSE TO Q7.0: Victoria's Servet
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	because that name is on the
	Do We.
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE;
	OTHERWISE, GO TO> Q8.0.
7.2	RECORD SECOND RESPONSE TO Q7.0: TO Penny
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	Caresa that is another major
	depositment store that sells this
Neg a T	
	Kind of Stuff IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE;
ga a	OTHERWISE, GO TO> Q8.0.
7/. 3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN THREE RESPONSES AT Q7.0,

IF MORE THAN THREE RESPONSES AT Q7.0,
USE BACK OF PAGE AND CONTINUE;
OTHERWISE, GO TO --> Q8.0.

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

one, is being put out with the authorization or approval of any other company or companies;

two, is not being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

IF ... PUT OUT WITH THE AUTHORIZATION/APPROVAL ..., CONTINUE; OTHERWISE, GO TO --> 09.0.

8.1 With what other company or companies? RECORD RESPONSE VERBATIM.

> IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

8.2 Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

3623

Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name ... READ LIST ...

one, has a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

		*,	
T AMAK	14 does		<u></u>
		96 96 96	, 1 40 - 1

With what other company or companies? RECORD RESPONSE VERBATIM.

> 'DON'T KNOW' NAME (S), IF GO TO --> Q9.3; OTHERWISE, CONTINUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

CONTINUE. LETTER:

PUT PRODUCT BACK IN BAG AND CONTINUE.

3623

11.0 Within the past six months, have you had your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
1. yes
3. don't recall—
<pre>11.1 Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'</pre>
1. yes
2. no - CONTINUE.
3. don't know
VERIFICATION:
Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason
Respondent 1
Telephone Nu The Control Contr
ASK: Is the RESPONSE WITH AN 'X.'
1. daytime telephone number
2. evening telephone number
THANK RESPONDENT FOR HER TIME AND PARTICIPATION.
Interviewer Certification:
I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.
Interviewer's signature Date
Supervisor Validation:
I hereby certify that I personally met this respondent and confirmed her answers to questions 1.0 through 2.1.
Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

FB&A 1/08 #1302A

3623

SCREENER - Y

cond woul	ucti.	o. My name is, and I am wing a very brief survey today on hame to include your opinions.	th ir care pro	We are ducts and
1.0	RECO	RD GENDER:		
		1. male TERMINATE .	•	
	_4	_2. female CONTINUE.		
1.1	So t cate READ	hat we can get a mix of individual gories, would you please tell me i LIST. RECORD RESPONSE WITH AN 'X	ls in variou if you are	ıs age
		_1. under 18 TERMINATE.		.
		_2. 18 to 34 ———		
	<u> </u>	_3. 35 to 54 CHECK SCREEN	ING QUOTA.	CONTINUE.
		4. 55 or over		
		_5. refused DO NOT READ. TERMIN	ATE.	REUSE.
				KEUSE.
2.0	foll	in the past six months, have you powing hair care products? LIST. RECORD RESPONSES WITH AN '		y of the
		<u>Yes</u>	No_	Don't <u>Recall</u>
	-	shampoo?	2.	3.
	-	conditioner?	2.	3.
	-	hair spray, styling gel, mousse, pomade, or style		
		creme?	2.	3.
	~	straightening balm?1.	<u>¥</u> _2.	3.
	-	curl-enhancing spray?1.		
	-	shine serum?1.	2.	3.
			CONTINUE.	

3623

2.1	OT L	in the next s he following LIST. RECOR	nair care r	oroducts?		chase any
				Yes		Don't Know
	-	shampoo?			•	3.
	· -	conditioner?				•
	. –	hair spray,		,	~	
		mousse, pomacreme?	de, or styl	.e 	2.	3.
	-	straightenin				
	· <u>-</u>	curl-enhanci				
	-	shine serum?				
				IF 'YE	S,' TO ANY	CONTINUE;
3.0	Do yo	ou, or does an	nyone else D RESPONSES	in your hom	e, work fo	r
					<u>Yes</u>	<u>No</u>
. •	-	an advertising marketing res	ng agency o search firm	r ?	1.	<u></u>
		a retail stormakes, sells, any hair care	or distri	butes 	1. FO EITHER, O' TO BOTH	2. TERMINATE. , CONTINUE.
4.0	have inclu	r than a polit you participa uding online s RD RESPONSE WI	ated in any surveys?	during the marketing :	past three research s	e months, urveys,
		_1. yes TERM	INATE.			
	<u> </u>	2. no/don't	recall CO	NTINUE.		
4.1	subje the m	ng the past mo ect of any of mall? RD RESPONSE WI	the interv	iews we are	nything abo conducting	out the g here at
		1. yes TERM	IINATE.			
	×	_2. no CONTI	NUE.			
5.0	are s	ou usually wea shopping? RD RESPONSE WI		lenses or ey	reglasses v	vhen you
		1. yes CONT	INUE.		·	
	4_	_2. no GO TO	> INVIT	TION TO INT	ERVIEW.	

Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
1. yes CONTINUE.
2. no TERMINATE.
y5.2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
1. yes, agreed CONTINUE.
2. no, refused TERMINATE.
INVITATION TO INTERVIEW:
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'
_ ≠ 1. yes, agreed CONTINUE.
2. no, refused TERMINATE.